

AMENDMENTS TO THE SPECIFICATION

Please kindly replace the paragraph starting on page 4, line 5 with the following:

Personality focused marketing has been used to bridge some of the gaps inherent in product focused marketing. In personality focused marketing, testimonials or endorsements are offered by a carefully selected personality. These endorsements are calculated to associate a good or service with a personality who is famous, believable, successful, wealthy or physically attractive. Many of the same problems that attend product focused marketing however are inherent in personality focused marketing. Not only is there the production cost of the TV [[add]] ad or magazine shoot, there is the added cost of securing the name or appearance of the endorsing party. A famous athlete may be paid ten million dollars a year to promote an athletic shoe. Add to this the cost of production and distribution of posters, radio or TV adds, and the cost benefit question looms larger than ever. As with product focused marketing, the capital outlay precedes any sales return or benefits to the company. Moreover, it may be difficult or impossible to distinguished the value of the personality from the value of the add or marketing venture itself. Questions of impartiality may be satisfied in part when endorsement is secured by a personality known for “credibility.” When a sports figure is being paid ten million dollars a year to promote a product, however, charisma may be high, but the perception of impartiality may not be as great.

Please kindly replace the paragraph starting on page 10, line 22 with the following:

According to an Instant Forwarding With Tracking embodiment of the present invention, the first e-mail message to the second party comprises the steps of forwarding the first e-mail message from the first party to the second party[[[:]], and forwarding an authenticating e-mail message from the first party to the Provider, the authenticating message comprising the first token serial number with an identifier of the second party, the authenticating e-mail message thereby authenticating an offer in the first e-mail message for the second party to transact for the marketable entity. The identifier of the second party is added to the data base. The identifier of the second party [[is]] advantageously includes the e-mail address of the second party.

Please kindly replace the paragraph starting on page 11, line 23 with the following:

According to one embodiment of the present invention, the data base is secured by at least one of a variety of means, including the issuing of a unique access code to each vendor whose goods or services are represented within the data base, thereby granting vendors limited access to the data base. According to one embodiment, the Provider will promulgate a company wide policy prohibiting sale or exchange of the database to other companies[[:]] and will actively enforce that policy.

Please kindly replace the paragraph starting on page 23, line 26 with the following:

The incentives offered to referring parties may either be in the form of cash, or in the form of ~~“soft” non-monetary~~ “soft” non-monetary rewards in the form of goods and services. An advantage of a cash award is the ability to divide a dollar figure among multiple parties when reward limiting methods such as the distributed method divide the reward over a number of parties. For example, if a one-day lift pass to a ski resort were granted for a transaction, and the referral chain or lineage comprised six parties, it is highly impractical to grant a ski lift pass of 1/6th of a day to six different people. For some goods and services, such as an oil change or a clock radio, fractionalizing a reward becomes virtually impossible. A specific dollar amount referral reward may be more easily divided between multiple parties. However, because the present invention advantageously harvests the good will of trusted friends and acquaintances, there are drawbacks in a cash incentive for referrals. The referring party may appear to have a conflict of interest. That is, when a cash incentive is offered for referrals resulting in a transaction, a party contemplating a transaction may perceive the actions of the referrer as being motivated more from mercenary concerns than from good-will. Although a soft reward may have an intrinsic value equal to or greater than a cash reward, it may be preferable to the extent that it may give less of an appearance of being the driving motive for the referral.